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Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 05517 251415Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
----------107362 251504Z /43
R 232143Z NOV 77
FM AMEMBASSY TEGUCIGALPA
TO USDOC WASHDC
INFO SECSTATE WASHDC 8597

UNCLAS TEGUCIGALPA 5517

E.O. 11652: N/A
TAGS: BBSR, HO
SUBJ: WTDR/FTI: COMMERCIAL LARACH (REQUESTED AS: JUAN D. LARACH)

REF: USDOC 20438

1. HONDURAS

OFFICE USE: 2. 215 3. 0112700 4. 01

5. COMERCIAL LARACH (JUAN D. LARACH & CIA.)

6. P.O. BOX 95; 3A. AVE. S.O. #17

7. SAN PEDRO SULA

8. CONTACT: NAPOLEON LARACH

9. TITLE: MANAGER, OTHER OFFICIALS ARE: JUAN D. LARACH, PRESIDENT

10. PHONE: 520565 11. TELEX: N/A

12. CABLE: NAPOL

13. ESTABL: 1904 14. EMPL: 57 15. SIZE: MEDIUM

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16. REPUTATION: Y-EXCELLENT 17. RPT. DATE: 11/77

OFFICE USE: 18. K 19. N/A 20. X 21. N/A 22. C5

23A. 34200/135 RET, DIST AND IMP OF CUTLERY, HAND TOOLS AND GENERAL
HARDWARE.
23B. 36400/135 RET, DIST, AND IMP OF ELECTRIC LIGHTING AND WIRING

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EQUIPMENT.
23C. 26400/135 RET, DIST, AND IMP OF CONVERTED PAPER AND PAPERBOARD PRODUCTS.
23D. 33126/135 RET, DIST, AND IMP OF STEEL PIPE AND TUBES.
23E. 33578/135 RET, DIST AND IMP OF POWER WIRE AND CABLE.

24. FOREIGN SALES: LOCAL ONLY.

25. FINANCIAL REFS: BANCO ATLANTIDA, 1A. CALLE Y 3A. VENIDA N.O., SAN PEDRO SULA.

26. TRADE REFS: OWENS CORNING FIBERGLASS, NEW YORK, N.Y.; STANLEY WOR KS,
AMERICAN STANDAR, NEW YORK.

27. FOREIGN FIRMS REPRESENTED: THE OMEGA WATCH CO., BERNA SWITZERLAND.

28. POST EVALUATION: THIS FIRM OPERATES A STORE IN THE CENTER OF SAN PEDRO SULA. THE FIRM WAS ESTABLISHED IN 1904 BY MR. JUAN D. LARACH AN D
PRIMARILY TO SELL HARDWARE. AFTER SEVERAL YEARS OF SUCCESSFUL BUSINESS THE FIRM WAS CONVERTED INTO TWO COMPANIES: COMERCIAL LARACH AND SOLAIRE. ONE OF THE SONS OF MR. JUAN D. LARACH, MR. NAPOLEON LARACH BECAME THE NEW MANAGER AND PARTNER OF COMERCIAL LARACH AND THE OTHER SON, MIGUEL LARACH BECAME THE MANAGER-PARTNER OF SOLAIRE.
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COMERCIAL LARACH HAS EXPANDED TO BECOME AT PRESENT ONE OF THE LARGEST GENERAL MERCHANDISE STORES IN SAN PEDRO SULA. THE FIRM ENJOYS AN EXCELLENT REPUTATION IN LOCAL BANKING, INDUSTRIAL AND COMMERCIAL CIRCLES AND OPERATES WITH A CAPITAL OF US$ 785,000. SALES VOLUME FOR 1976 REPORTED US$ 4.5 MILLION APPROXIMATELY. THE FIRM IS HIGHLY RECOMMENDED AS A SUITABLE TRADE CONTACT FOR U.S. FIRMS.

29. PREP: J.J. ORTUNO, APPR: MARGARET T. KROMHOUT.
JARAMILLO

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 23-Nov-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TEGUCI05517
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770437-0772
Format: TEL
From: TEGUCIGALPA
Handling Restrictions: n/a
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Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 468527
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: COMMERCIAL LARACH (REQUESTED AS: JUAN D. LARACH)
TAGS: BBSR, HO
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/f3843712-c288-dd11-92da-001cc4696bcc
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